Dining Facility Customer Service

Verbal Communication

- Greeting by Headcounter.
- Greeting by Servers.
- Servers clarify orders.
- Server exit greeting.
- Noise level in the dining facility.

Dining Facility Customer Service

Nonverbal (Visual) Communication

- Clean & Orderly Entrance/Headcount Area.
- Clean/Attractive Staff Uniforms.
- Body Language of Headcounter/Server.
- Attractive Menus.
- Attractive Service lines.
- Order/Completeness of Foods on Menu/Service Lines.
- Clean Service/Dining/Restroom Areas.
- Waiting Time in line.
- Management Visible in Facility.
- Server Places Food On Plate Properly.
- Foods Served at Proper Temperatures.
- Foods Taste Good!!!

Dining Facility Customer Service

Principles

- Employee Satisfaction.
- Visible Managers.
- Diner/Employee Feedback.
- Mystery Shopping.
- Improving Customer Service Process.

Dining Facility Customer Service

Employee Satisfaction

- Happy cooks make happy food. Unhappy cooks:
  - Less productive.
  - Absenteeism.
  - High turnover.
- Job satisfaction equals positive customer interactions:
  - Productive.
  - More Teamwork.

Dining Facility Customer Service

Employee Satisfaction

- Survey Employees:
  - Survey Questions should get to the heart of the working environment issues.
  - Keep it short as possible.

- Interpret the Results:
  - Obvious areas of discontent – issues contributing to.
  - Easy to Fix problems.

- Share the Results:
  - Be timely.
  - Be candid and direct.
  - Tell what will happen next.
  - Ask for suggestions.

Dining Facility Customer Service

Employee Satisfaction

- Act on the results:
  - Don’t survey if there is no intent to change anything.
- Follow-up:
  - People, times change, resurvey at regular intervals, no more than twice per year.
- See **Employee Survey**…

Dining Facility Customer Service

Employee Survey

- Employee Survey
- Please place the number under the question that best expresses how your feel about your job:

- 1/Very Satisfied, 2/Slightly Satisfied, 3/Neutral, 4/Slightly Unsatisfied, 5/Very Unsatisfied

1. The recognition you receive for the work you do.

2. The quality of the training you receive.

3. The information you receive on policies, procedures & what's going on.

4. The opportunity to learn new things.
5. Management's awareness & understanding of your problems.
6. Management's interest in your career development.
7. Management's ability to make your job interesting & fun.
8. The amount of enjoyment you get from doing your job.
9. The amount of cooperation among your co-workers.
10. The way you are treated by management & the company.

- What do you like best about your job? _____
- _____
- What do you dislike about your job? _____
- _____
- What could be done to make your job more enjoyable & rewarding? _____
- _____
- If you ran this dining facility, what would you change? _____
- _____

Dining Facility Customer Service

Visible Managers

- Manager is directly responsible for the diner's total experience.
  - Manager wears many hats.
  - Involved in all aspects of the dining facility operation.
  - Staff eyes are on the manager to see if he walks the walk as well.
- The Manager sets and maintains the customer service standards for the dining facility.
  - Taking a couple of minutes to work the dining room to stop and ask "How is everything?" is the key to business success.
  - You must be on the front line with the customers earning their respect.
  - Smart Managers set the bar high and keep it there.

Dining Facility Customer Service

Visible Managers

- Managers must focus on the customer.
- A strong manager models behavior and provides feedback.
- It’s all about the customer.
- Lead by example.

Dining Facility Customer Service

Diner/Employee Feedback

- Walking around asking specific questions.
- Diner/Employee meetings:
  - Enlisted Dining Facility Advisory Counsels/BOSS.
- Diner Surveys.
- Diner Comment Cards.
- Employee Suggestion Cards.

Dining Facility Customer Service

Diner/Employee Feedback

- Conduct Written Diner Surveys.
  - Determine what you goal is.
  - Keep the survey short.
  - Don’t over survey diners.
  - Post results.
  - Contact Diners.
  - Keep results, compare to future surveys.
  - TAKE ACTION.

Dining Facility Customer Service

Diner/Employee Feedback

- Diner Comment/Employee Suggestion Cards.
  - Set up a means of tracking comments/suggestions.
    - Encourage ideas!
  - Respond quickly to comment/suggestion.
    - Respond directly if they left contact information.
  - Post Manager response.
  - Provide follow-up to diner/employees on implementation or non-implementation.
    - Help staff gain judgment.
    - Make sure everyone knows what the priorities are at any given moment.
  - Say Thank-You!

Dining Facility Customer Service

Mystery Shopper

- Majority of dissatisfied customers don't complain, they just don't come back. But they tell their friends.
- Mystery Shopping is done from the Guest's point of view.
- What the staff is doing right and provide insights on where improvements need to be made.
- See Mystery Shopper Report.

Dining Facility Customer Service

Mystery Shopper Report

- Mystery Shopping Report
- Shopper's Name Date
- Location Server's Name
- Manager on Duty Day of Week Meal Period
- CATEGORY POINTS EARNED POSSIBLE POINTS PERCENT Facility / Environment 60 Service & Personnel 30, Food & Beverage 40, TOTALS 130
- Comments:
- The 3 top things this dining facility did very well:
- 1.
- 2.
- 3.
- The 3 top things that could be improved:
- 1.
- 2.
- 3.
- Overall comments/observations:
-
-
-
-

Dining Facility Customer Service

Mystery Shopper Report -continued

- Use the scale below to rate your experience and observations in each of the areas detailed below. Total possible points for each item is 5 points. A “5” indicates you observed an outstanding job, a “3” is average and a “1” means poor.
- Rating Scale:
- 5 4 3 2 1
- outstanding average poor
- FACILITY / ENVIRONMENT
- Points
- Front Entrance:
- Entrance to the dining facility is neat and orderly. Daily menus posted prior to entering the service area. Headcount area is neat and orderly. Service Area/Dining Room:
- Service Area (s) clean and neat. Dining room is clean and neat. Floors clean and free of stains. Table clean when seated. Condiments and tabletop items clean and in order. Noise level in dining room is appropriate. Restrooms:
- Floors are clean and free of dirt, water and trash. Urinals/toilets clean and odor free. Sinks, fixtures, counters and mirrors clean. Rest room supplies in adequate supply (soap, paper towels, toilet paper).
- CATEGORY SCORE
- Facility / Environment Comments & Observations:
-
-
-

Dining Facility Customer Service

Mystery Shopper Report -continued

- SERVICE / PERSONNEL
- Points Earned
- Comments
- Greeted and welcomed by Headcounter. Servers have friendly demeanor. Positive interaction with diners. Staff uniforms clean, neat & attractive. Time waiting in line is no longer than 8-10 minutes. No employee observed drinking, eating or engaged in personal conversations. Manager visible on the floor.
- CATEGORY SCORE
- Service / Personnel Comments & Observations:
-
-

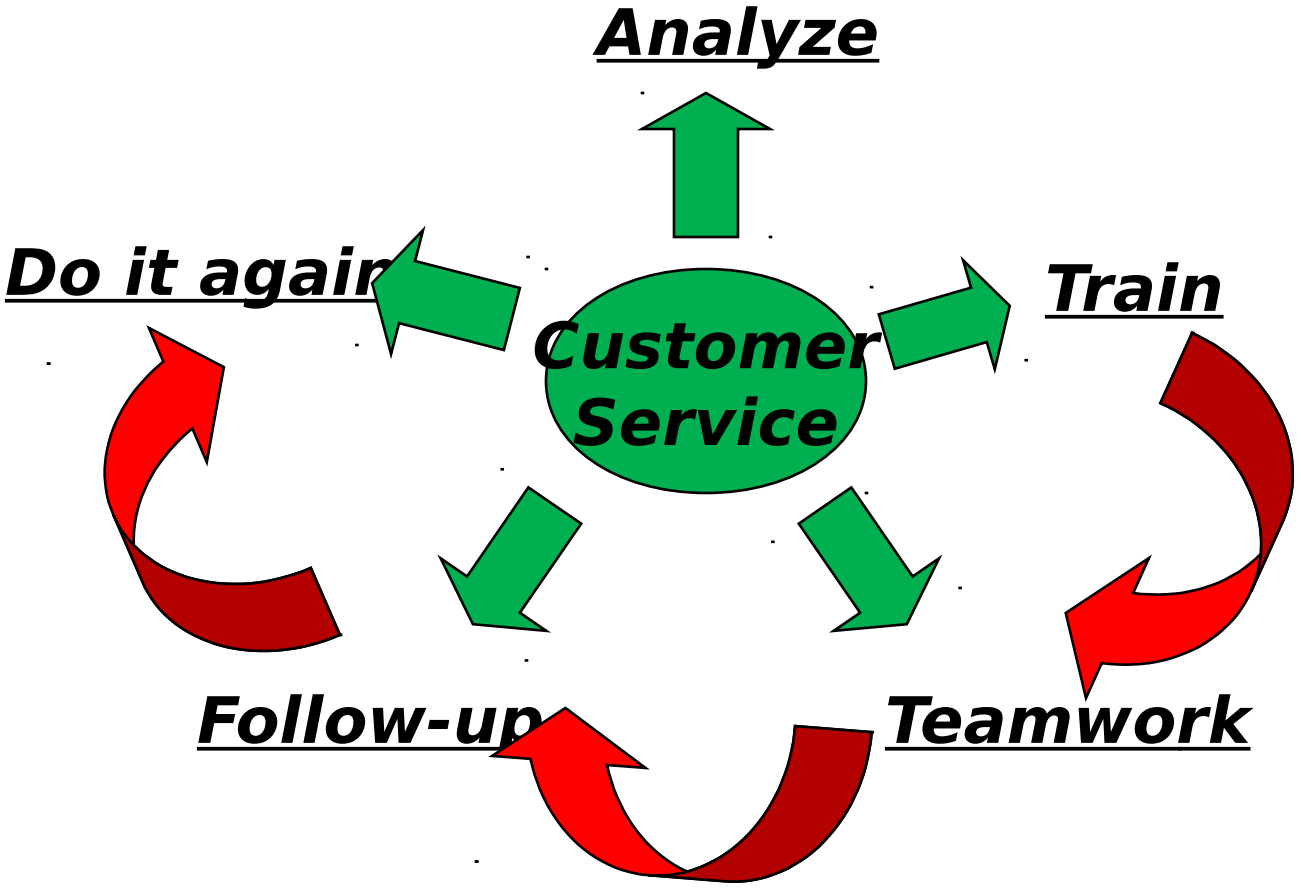
Dining Facility Customer Service

Mystery Shopper Report -continued

- FOOD & BEVERAGE
- Points Earned
- Comments
- Food on serving lines is properly arranged and garnished. _ Adequate variety of choices available. Server provides attractive plate presentation. Portions sizes appropriate, not too big or too small. Hot food served hot, cold food served cold. Entrees tasty and served as ordered. Note entrées selected. Salad ingredients fresh, and tasty. Desserts and Beverages tasty.
- CATEGORY SCORE
- Food & Beverage Comments & Observations:
-
-

Dining Facility Customer Service

Improving Customer Service Process



Dining Facility Customer Service

Improving Customer Service Process

- Analyze:
  - Get to know your customers.
  - Do a “walk-through’ of the diners experience.
  - Focus on areas of improvement.

- Train:
  - Consistency is crucial.
  - Don’t assume.
  - Schedule time to properly train.
  - Focus on procedures first, then how to interact with customers.

Dining Facility Customer Service

Improving Customer Service Process

- Teamwork:
  - Spend time with staff.
  - Lead by example.
  - Hold short team meetings-keep them informed.
  - Pay attention to their opinions and suggestions.
  - Create atmosphere of support and cooperation.

- Follow Up:
  - Set the bar high – Whatever level of service you are willing to accept is what you are going to get.
  - Be there – Hands on.
  - Be positive & corrective.
  - Give focused and specific feedback.

Dining Facility Customer Service

Improving Customer Service Process

- Summary:
  - Never become complacent.
  - Ask your customers to tell you what you can do to improve.
  - Tune in and listen closely to their replies.
  - Act on suggestions for improvement.

Questions?